

Rep Order# 9814040 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 55103

Printed: 09/12/2012 12:56 PM
Last Received: 09/12/2012 11:40 AM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product DSCC IE
Estimate# 1705
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1705
Flight Dates 09/11/2012 - 09/17/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-SPOTS ADDED AS MKGDS FROM PREVIOUS SKED
PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*10	W-F	5P-530P	12 LOCAL NEWS	:30	\$1,800.00	09/12-09/14	2	1	2	\$3,600.00	
		Sales Remark: V3 1X ADD										
		V3 Comment Changed, Spots/week Changed										
	*15	W-F	530P-6P	12 LOCAL NEWS	:30	\$1,900.00	09/12-09/14	1	1	1	\$1,900.00	
		Sales Remark: V3 1X ADD										
		V3 Added										

---REPORT TOTALS---

Report Totals: 3 / \$5,500.00

---SALES MONTHLY TOTALS---

Sep 12: 16 / \$22,000.00
Sales Totals: 16 / \$22,000.00
Station Totals: 16 / \$22,000.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$73,333	CABL 0%	EKRC 1%	UNKN 0%	WBQC 0%	WCPO 33%
		WKRC 30%	WLWT 22%	WSTR 2%	WXIX 12%	

18,300
+ 3,700

22,000

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Books null
Demos RA35+